

VEER NARMAD SOUTH GUJARAT UNIVERSITY
SYLLABUS

TY.B.COM MANAGEMENT PAPER-V
SEM.V

(In force from academic year 2016 - 2017)

- 1. RISK MANAGEMENT. (25%)**
- Meaning of Risk
 - Risk and Uncertainty
 - Business Risk and Financial Risks
 - Nature of Risks
 - Causes of Risks
 - Kinds of Business Risks
 - Risk Management
 - Minimisation of Risks
 - Risk Transfer
- 2. KNOWLEDGE MANAGEMENT: (25%)**
- Introduction
 - Forms of Knowledge
 - Meaning of Knowledge Management
 - Transition from Information Value to Knowledge Value.
 - Goals of Knowledge Management
 - Features of Knowledge Management
 - Facilitating Knowledge Management
 - Methods of acquiring Knowledge
 - Process of Knowledge Management
 - The Value of Knowledge Management
 - Benefits of Knowledge Management
 - Implementing Knowledge Management
 - Aligning Knowledge Management with Intellectual Capital.
 - Knowledge chain (four links in the Knowledge chains, Internal awareness ,Internal responsiveness, External responsiveness, External awareness,)
 - Knowledge management applications(Four Key applications of knowledge management,Intermediation,Externalization,Internalization,coginition.)
- 3. LEARNING ORGANISATION (25%)**
- Introduction
 - Learning Organisation
 - Features of Learning Organisation
 - Benefits of a Learning Organisation
 - Difference between a Traditional Organisation and a Learning Organisation
 - How is Learning Organisation an Improvement over Traditional Organisation.
 - Learning Organisation – An Ideal Organisation.
 - How to create a Learning Organisation.

4 .Change management:

25%

- Need for Change,
- Understanding of change,
- Force for change, The concept,
- Nature and Types of change,
- Managing change.
- Aim of change management
- Key dimensions of change management,
- Learning and process of change
- The behavioral and cognitive approach to change

References:

1. "Business Organisation and Management" by NEERU Vasishth and Namita Rajput
Publisher- Kitab Mahal Distributors, 28 Netaji Subhash Marg, New Delhi-110002
2. "Performance Management System" by R.K.SAHU, Publisher EXCEL BOOKS , NEW DELHI
3. " Industrial Organisation and Management" by Sherlekar, Heredia Paranjape, Bhende , HIMALAYA PUBLISHING HOUSE,
4. "Perspectives for effective Management" by K.B.Kushal, S.Ravishankar, H.L Kaila, R.K.Mishra . HIMALAYA PUBLISHING HOUSE
- 5.Change management By C.S.Vmurthy, Himalaya Publishing house)

VEER NARMAD SOUTH GUJARAT UNIVERSITY
SYLLABUS
TY.B.COM MANAGEMENT PAPER-VII
SEM.VI

(In force from academic year 2016 - 2017)

- 1 MANAGING DIVERSITY.** (25%)
- Introduction
 - Managing Diversity
 - Reasons for Growing Workforce Diversity
 - Benefits of work force Diversity
 - Drawbacks of workforce diversity
 - Paradox of diversity
 - Managing workforce Diversity
 - Workforce Diversity and Human Resource (HR) Manager
 - Motivating a Diverse Workforce.
 - Managing Diversity – some Cases
- 2. CORPORATE GOVERNANCE** (25%)
- Introduction
 - Meaning of Corporate Governance
 - Corporate Governance and Corporate Management
 - Objectives of Corporate Governance
 - History of Corporate Governance
 - Need for Corporate Governance
 - Importance of Corporate Governance
 - Corporate Governance Environment
 - SEBI Code on Corporate Governance
 - CII Code on Corporate Governance.
- 3 PERFORMANCE MANAGEMENT SYSTEM** (25%)
- Definition of Performance Management System.
 - Performance Competency and Potential
 - Objectives of Performance Management System
 - Need of Performance Management System in Organisation
 - Key Outputs of Performance Management System
 - Essential Features of effective Performance Management System.
- 4 Organization Culture:** (25%)
- .Definition of Organization
 - .Types of culture,
 - .Organization change,
 - .Changing an organizational culture
 - .Roles and Customs
 - . Expected Roles.
 - . Customer development.
 - .Tactics of Implementation
 - .Developing a Tradition of change

. How to manage change effectively.

References:

1. “Business Organisation and Management” by NEERU Vasishth and Namita Rajput
Publisher- Kitab Mahal Distributors, 28 Netaji Subhash Marg, New Delhi-110002
2. “Performance Management System” by R.K.SAHU, Publisher EXCEL BOOKS , NEW DELHI
3. “ Industrial Organisation and Management” by Sherlekar, Heredia Paranjape, Bhende , HIMALAYA PUBLISHING HOUSE,
4. “Perspectives for effective Management” by K.B.Kushal, S.Ravishankar, H.L Kaila, R.K.Mishra . HIMALAYA PUBLISHING HOUSE
5. Change management By C.S.Vmurthy, Himalaya Publishing house)

VEER NARMAD SOUTH GUJARAT UNIVERSITY
SYLLABUS
TY.B.COM MANAGEMENT PAPER-VI
SEM.V

(In force from academic year 2016 - 2017)

- 1. BUSINESS – THE PURPOSE OF MANAGEMENT (25%)**
- Introduction
 - The Nature of Business
 - Characteristics of Business
 - Is a Manager a Professional?
 - How does Business Influences Management?
 - Initiating Resource Raising
 - How the Scale of Business Influence Management?
 - Establishing Business Network
 - Social Responsibility of Business
 - Role of Profitability and Liquidity
 - The Nature of Competition
 - Management Implications of Globalization
 - Management Implications of Privatization
 - Role of Ownership Interest in Management.
- 2. DESIGNING ORGANIZATION FOR BUSINESS (25%)**
- Introduction
 - Towards Designing Organization
 - Components of Organizing
 - Creating a Juridical Person
 - Need for Flexibility
 - Built to Last
 - Building Organization Culture
 - Innovation and Creativity in an organization.
 - Weaving Flexibility in an Organization
 - Management of Change
 - Organization Growth
 - Resource Raising and Managing as a part of Organization design.
 - Organization and Management.
- 3. NEED FOR MANAGING ORGANIZATION AND BUSINESS (25%)**
- Introduction
 - Stakeholders in an Organization
 - Differing Perspectives of Management
 - General Principles of Managing Work
 - Defining Management
 - Analyzing Definition of Management
 - Is Management a Science or an Art?
 - A Systems Approach to the Process School of Management
 - Do Women have a place in Management?
 - Effect of Advances in Technology on Management

Result Orientation in Management

4. World class manufacturing: (25%)

- Meaning
- Difference between mass production and world class manufacturing,
- Tools to measure and record progress for implementing world class manufacturing and
- World class manufacturing and organization and restructuring
- Seven keys to world class manufacturing
- Executive overview.

REFERENCES:

1. "Perspectives for effective Management" by K.B.Kushal, S.Ravishankar, H.L Kaila, R.K.Mishra . HIMALAYA PUBLISHING HOUSE
 2. Bowditch – Primer Organizational Behavior – 2002
 3. Tony Alessandra – art of Managing People – 1986
 4. Richard T.Pascale –The Art of Japanese Management: Theory an Practices-2001
 5. Stephen r. Covey – The & Habits of Highly effective peoples- 2004
 6. Richard Pettinger – Introduction to management-2003
 7. Lorel B.Belkar and Gary S.Topchik – The First Time Manager -2005
 8. Lee G.Bolman and Terrence E. Deal – Reframing organizations; Artistry, Choice and Leadership -1985
 9. Daniel C.Feldman- Managing Individual and group Behavior in Organizations (management)- 1983
 10. Harold Koontz and Heinz Weiherich – Essentials of Management -1990
 11. Jeffrey Liker – The Toyota Way; 14 Management Principles form the worlds’ s Greatest Manufacturer- 1980
 12. John Bratton, Jeffrey Gold – Human Resource Management _Theory and Practice -1998
 13. current trends in management by Dr. V.S. Mangnaleand Dr. Bharat Bhushan Sankye(Himalaya publishing House)
- <http://www.palgrave.com>
<http://www.ucl.ac.uk/anagement-centre>
<http://www.amazon.com>
<http://www.hoobly.com>
<http://www.businessbureau.uk.co.uk>
<http://www.12manage.com>

VEER NARMAD SOUTH GUJARAT UNIVERSITY
SYLLABUS
TY.B.COM MANAGEMENT PAPER-VIII
SEM.VI
(In force from academic year 2016 - 2017)

1 MANAGING RESOURCES (25%)

Introduction
Materials – as a Resource
Manpower – as a Resource
Money – as a Resource
Machinery – as a Resource
Information – Knowledge as a Resource
Services- Knowledge as a Resource
Time – Knowledge as a Resource
Scarcity of Resources

2 PRACTICING MANAGERIAL CAREER (30%)

Introduction
Understanding Career Making
The Concept of Managerial work
Becoming a worker manager
Parallel Managerial Functions
Discipline as a viewer of Imbalance
Process of Learning
Showmanship
Job Hopping and Career?
Nature of Employment
Physical work Orientation
Physical Fitness
Work Stress and Strain
Some Lessons in Human Relations
Importance of some work Habits
Duration of a job

3 TOWARDS A BETTER WORKING CULTURE

(25%)

Importance of Employees ethics
Essence of Employees ethics
Benefits of qualitative ethics
Difficulties faced in Practicing ethics
Elements of ethics
Managerial ethics and its Dilemmas
Exposing unethical behavior and its barriers
Managerial ethics – Strategies for Institutionalization

4. Event management:

(25%)

- Meaning of events Types of events
- Overview of events fields

- Types of events
- Core opportunities in events.
- Elements of strategic event planning management
- Legal obligations
- The rich traditions of events
- Birth of events industry
- Growth of events industry

REFERENCES:

1. “Perspectives for effective Management” by K.B.Kushal, S.Ravishankar, H.L Kaila, R.K.Mishra . HIMALAYA PUBLISHING HOUSE
 2. Bowditch – Primer Organizational Behavior – 2002
 3. Tony Alessandra – art of Managing People – 1986
 4. Richard T.Pascale –The Art of Japanese Management: Theory an Practices-2001
 5. Stephen r. Covey – The & Habits of Highly effective peoples- 2004
 6. Richard Pettinger – Introduction to management-2003
 7. Lorel B.Belkar and Gary S.Topchik – The First Time Manager -2005
 8. Lee G.Bolman and Terrence E. Deal – Reframing organizations; Artistry, Choice and Leadership -1985
 9. Daniel C.Feldman- Managing Individual and group Behavior in Organizations (management)- 1983
 10. Harold Koontz and Heinz Weiherich – Essentials of Management -1990
 11. Jeffrey Liker – The Toyota Way; 14 Management Principles form the worlds’s Greatest Manufacturer- 1980
 12. John Bratton, Jeffrey Gold – Human Resource Management _Theory and Practice -1998
 13. current trends in management by Dr. V.S. Mangnaleand Dr. Bharat Bhushan Sankye(Himalaya publishing House)
 14. Event management by Judy Allen
 - 15.Event management by Glen Bowedier ,Johny Allen,Rob harris Ian Mc donnellAnd william O Tolle(third edition)
 - 16.Event management by Sita ram singh 2013.
- <http://www.palgrave.com>
- <http://www.ucl.ac.uk/anagement-centre>
- <http://www.amazon.com>
- <http://www.hoobly.com>
- <http://www.businessbureau.uk.co.uk>
- <http://www.12manage.com>
- <http://www.en.wikipedia.org>